

Adult Literacy Contact Centre NEWSLETTER



August 1990

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A project of the Adult Basic Education Association of B.C.



1990
INTERNATIONAL LITERACY YEAR



"A Celebration of Literacy" on World Literacy Day

The unveiling of Canada Post's International Literacy Year commemorative stamp by B.C. Lieutenant Governor David Lam, celebrity appearances, entertainment and a Literacy Marketplace are all part of "A Celebration of Literacy," a B.C. tribute to World Literacy Day, September 8.

The celebration, which is open to the public, takes place in Ballrooms A and B at Vancouver's Trade and Convention Centre (999 Canada Place) from 10:00 a.m. to 2:30 p.m. The unveiling of the commemorative stamp at 11:00 a.m. will be simultaneous with similar ceremonies in Ottawa and other cities at 2:00 p.m. eastern time.

The celebration is hosted by the Canada Post Corporation in association with the B.C. branch of READ Canada (a project of Frontier College), B.C.'s literacy Public Awareness Program, and ACTRA's "Performers for Literacy."

"It's a day to pay tribute to what literacy means to us," says Colleen Frick, Media and Communications Officer, Pacific Division, Canada Post.

Master of Ceremonies for the event is broadcaster Leila Paul of BCTV News. Vancouver Mayor Gordon

Campbell and other provincial and civic dignitaries will also be in attendance. The event will open with a 50-minute video called "Rock 'n Roll Reading" produced by MuchMusic, followed by the unveiling ceremony and the presentation of eight 30-second public service announcements for television by the Awareness Campaign. Celebrity appearances confirmed to date are: author John Gray, creator of the musicals "Billy Bishop Goes to War" and "Rock and Roll"; Jim Byrnes, Canadian star of the television program "Wiseguy"; Sophie Barjac of CTV's "Bordertown"; Susan Musgrave, Canadian writer; and Spider Robinson, science fiction author. Two members of the Vancouver cast of "Les Misérables" and two actors from a Vancouver production of "A Midsummer Night's Dream" will also perform.

The marketplace exhibit area, featuring a display of the initiatives of literacy groups in Vancouver, the province and across Canada will open at 10:00 a.m. and remain open to the public throughout the day.

Susan Johnston of READ Canada (254-2400) and Peri Best of ACTRA (525-1682) are responsible for organizing the Literacy Marketplace and the ACTRA entertainment.

Technical Assistance Available to Non-Profits

Partial subsidies to a maximum of \$5000 may be available to non-profit, community service and arts organizations in B.C. under a program aimed at linking these agencies with board, financial and management development services.

The Technical Assistance Program is sponsored by four agencies: the Department of Secretary of State, the City of Vancouver, the Vancouver Foundation and the United Way of the Lower Mainland. Deadline for proposals to the program is September 15, 1990 and funding decisions are expected six weeks later.

The program is divided into two streams: arts and community services organizations. It is designed to assist voluntary organizations to:

- * send volunteers and staff to board, management and fundraising workshops
- * develop fundraising skills and plans
- * bring in trainers to develop board leadership and management skills
- * provide cross-cultural training and "culturally sensitive programming"
- * assess strengths and weaknesses, develop creative solutions

It may not be used for on-going program or operational costs or carrying out fundraising activities.

A committee of representatives from each funding sponsor will review applications from projects which meet the following guidelines:

- * focus on learning and the transfer of expertise
- * focus on organizational change
- * demonstrate need for technical assistance or consultation
- * demonstrate willingness to implement changes resulting from the training/consultation

- * commit some of their own financial resources to the assistance or consultation

Applicants must be non-profit societies incorporated in the Province of B.C. For an application form contact:

Rae Folster
Technical Assistance Program
United Way of the Lower Mainland
1625 West 8th Avenue
Vancouver, B.C.
V6J 1T9
Tel. 731-7781

Portes Ouvertes à Centre Alpha

Centre Alpha, Vancouver's French adult literacy program, is having an Open House September 20 from 1-3 p.m. The event, located at the Centre Culturel Francophone, 1551 West 7th Avenue, Vancouver (tel. 736-9806) will feature three speakers: Norma Kidd, Provincial Literacy Coordinator, Ministry of Advanced Education, Training and Technology; Wendy Carter, Regional Director, Secretary of State, B.C. and Yukon Region; and Dr. Paul Gallagher, President, Vancouver Community College. Coffee, dessert and refreshments will be served during the event. Bienvenue à tous.

C E N S U S • 1 9 9 1 • R E C E N S E M E N T



Countdown to the 1991 Census

"Count Yourself in on June 4, 1991" - that's the message Statistics Canada is sending to all Canadians, including Canada's diverse ethnic and cultural groups, as it prepares for the 1991 Census.

As part of the 1991 Census Promotion Program, a campaign is underway in B.C. and the Yukon which concentrates on creating awareness of the upcoming census within literacy programs, ethnic groups, multicultural associations, youth, agricultural workers and other segments of the population.

Multilingual posters and materials emphasizing the importance of par-

ticipation by these groups will be made available to teachers of ESL and literacy instructors, according to Yasmin Jiwan, Communications Officer, Pacific Region Census Office in Vancouver. Ms. Jiwan's special area of interest in the promotion program includes adult basic education, ESL and ethnic groups.

Ms. Jiwan stresses that access to census data can empower groups lobbying for funding. "Literacy groups can benefit once they have the figures," she says. The Census collects information on the population of Canada and its characteristics, including such things as highest level of schooling attained. "The numbers

establish the problem, but they can also suggest a correlation: is there a particular segment of society whose needs are not being addressed, or whose participation is somehow obstructed? The result is, these groups can start to implement policies and programs to alleviate the problem."

"The Pacific Region has a very varied composition," she adds. "We really want to ensure that we reach every type of conceivable group. The multilingual posters and materials are an effective mechanism to do this - we will be distributing them through the networks of community groups ...and we will use libraries, community halls, doctors' and dentists' offices, restaurants, and public transit for publicity."

Posters for the non-reading public will have "high visual appeal," she adds. "They will tailor a visual message with a very simple literate message so they are easy to understand."

While "Count Yourself In" is the theme of one poster, others will emphasize a different message: a "TAS" (Telephone Assistance Service) poster, for instance, promotes a toll-free telephone help line with multilingual operators, and a "Confidential" poster emphasizes that census information on individuals is kept strictly within Statistics Canada's records. Other materials include tent cards and bookmarks, mailing inserts, wallet calendars, buttons, magnets and camera ready artwork of the census logo (see illustration) for reproduction on stationery, packaging and advertising. Information kits for use by ethnic and community groups will contain fact sheets, demographics of particular areas, and the results of the recent StatsCan literacy/numeracy survey. Teaching kits are also being produced for distribution to schools to

aid teachers in helping students understand the importance of the Census.

All 1991 Census promotional materials are free of charge and will be available for distribution by January, 1991. Teachers of ESL and literacy programs are particularly encouraged to contact the Regional Census Office to order teaching kits and posters. For more information contact:

Yasmin Jiwani
Communications Officer
Statistics Canada
Regional Census Office
P.O. Box 30
#250 - 815 West Hastings St.
Vancouver, B.C. V6C 1B4

Call (604) 666-2042 (collect if outside the Lower Mainland).

Wanted: Nominations for Canada's Literacy Volunteer Awards

More than 14,000 awards will be conferred nationwide this fall to honour volunteers and organizations who have made a significant contribution to Canadian literacy during International Literacy Year.

Canada's Literacy Volunteer Awards Program, administered by the Canadian Library Association and funded by the National Literacy Secretariat, is a cooperative project with regional libraries across the country. Its objectives are to:

- * recognize the contribution of volunteers and community organizations in the literacy field
- * develop awareness of local programs and facilities
- * encourage partnerships within the literacy community
- * celebrate International Literacy Year

Nomination forms and information are available through regional libraries which are promoting the program locally. 50 recipients in each federal riding will be selected to receive a Certificate of Appreciation and the local Member of Parliament will be asked to participate in recognition ceremonies. Winners will be selected by a committee established by local libraries. The deadline for return of nomination forms to participating libraries is September 30.

For more information contact the main library in your community or:

Janice Blain, Program Coordinator
Canadian Library Association
200 Elgin Street, Suite 602
Ottawa, Ontario K2P 1L5
Tel: (613) 232-9177
Fax: (613) 232-6433

Adult Literacy Contact Centre Newsletter

622 - 510 W. Hastings St.
Vancouver, B.C. V6B 1L8
1-800-663-1293 Toll-free in B.C.
684-0624 Lower Mainland
684-8520 Facsimile

The Adult Literacy Contact Centre is a project of the Adult Basic Education Association of B.C. and is jointly funded by the Ministry of Advanced Education, Training and Technology, and the National Literacy Secretariat.

The Centre welcomes receiving your literacy news by phone, fax or mail. We reserve the right to edit written submissions for the newsletter.

The newsletter is available free of charge to any individual or agency upon request.

Book Voyage Update

The Book Voyage, the series of blank books filled with literacy learners' writings travelling throughout the world as a project of the Movement for Canadian Literacy and the United Nations for International Literacy Year, reached Vancouver area libraries for the first time this summer.

Visits to seven Lower Mainland libraries were organized by the Greater Vancouver Library Federation. The first stop was the New Westminster Public Library from August 1-4, and the last will be the North Vancouver City Library August 29-31. The Book then travels to the northern region, where it will be on view at the Prince George Public Library on World Literacy Day, September 8 (see details in the Literacy B.C. Update section.)

While at the Burnaby Public Library, Central Park Branch (August 7-11) the Book attracted the attention of CBC Radio's "Afternoon Show." Larry Loyie, a Carnegie Centre learner who accepted the Book on behalf of B.C. at the official launch from Parliament Hill in Ottawa last January, was interviewed about the project. The VPL Carnegie Branch had the Book on display from August 13-18, and the West Vancouver Memorial Library August 20-22. From there the Book visited the Richmond Public Library, Brighouse Branch (August 22-25), the Port Moody Public Library (August 27-28) and the North Vancouver City Library (August 29-31.)

Open English on the Knowledge Network

Beginning September 18, the Knowledge Network will introduce a series called "Open English," aimed at high-beginner to low-intermediate adult ESL learners. Produced by the Open College, the series will air Tuesdays at 7:30 p.m. and repeat Saturdays at 3:00 p.m. "Open English" teaches viewers the language of daily life by focussing on the activities of an extended North American family. Practice segments help viewers to review the language skills introduced in each episode.

"Many adults in British Columbia cannot access ESL classes because demand outstrips supply. "Open English" will provide an opportunity to these individuals, as well as to those who cannot attend classes for personal or work-related reasons. The series will also benefit those who are enrolled in ESL classes in educational and other institutions," says Mary Selman, adult basic education coordinator with the Open College.

Supporting print materials for "Open English" are available for purchase from the Open Learning Agency's Knowledge Bookstore : 1-800-663-9711 toll-free in B.C. and 660-2200 in the Lower Mainland. Videotapes of the series for use in the classroom can be obtained from Image Media Services, 150 - 12140 Horseshoe Way, Richmond, B.C., V7A 4V5; phone 272-7797.

The Adult Literacy Contact Centre provides information and encouragement by phone to adults who want to upgrade their skills through adult basic education. Our toll-free number for learners outside the Lower Mainland is:

1-800-663-1293

Kelowna Literacy Learners' Movement Finds Permanent Home

The Literacy Learners' Movement of Kelowna, a new group representing learners from both Okanagan College and PL Kelowna (formed this summer by Okanagan Literacy B.C. representative Ken Reich) has found a permanent meeting place. The group meets September 11 at 7 p.m. at the CR3 Community Resource Centre, 347 Leon Avenue, Room 104, Kelowna.

LITERACY B.C. UPDATE

PL ABBOTSFORD-MATSQUI

Contact: Cynthia Andruske
Wendy Watson
Fraser Valley College
33844 King Road
Abbotsford, B.C.
Phone: 853-7441

"The Literacy Players" continue to perform the play "Marks on Paper" to raise funds for PLAM projects. The troupe is scheduled to perform at the "Literacy 2000" Conference at Douglas College in October. PLAM's next meeting will be held at 7 p.m. Tuesday, September 18 at the Clearbrook Public Library.

COMOX VALLEY LITERACY PROJECT GROUP

Contact: David Driedger
Vancouver Island Regional Library
Courtenay Branch
410 Cliffe Avenue,
Courtenay, B.C.
Phone: 334-3369

Volunteers, learners, librarians and teachers met twice this summer to form this new group on Vancouver Island, reports David Driedger, North Island regional representative for Literacy B.C. The group, which also attracted interest from Denman Island and Campbell River, has four goals:

- * to create awareness and provide information to the community
- * to work with learners to create support groups for learners
- * to involve community agencies and interested individuals

- * to work towards a needs assessment to guide project development

Support for the project comes from North Island College and the Regional Library staff, reports Driedger. Three learners were involved in the group's planning sessions. College, library, and project members are working jointly on a literacy display at the Driftwood Mall in Courtenay on September 7-8. The group will meet again on September 19 at 493 Puntledge Road, Courtenay, at 7 p.m. Learners are most welcome.

FORT ST. JOHN LITERACY SOCIETY

Contact: Romi Haseo
Fort St. John Public Library
10349 - 100th Street
Fort St. John, B.C. V1J 3Z2
Phone: 785-3731

FRASER VALLEY EAST LITERACY ASSOCIATION

Contact: Gail Newby
45405 Stevenson Road
Sardis, B.C. V2R 1M2
Phone: 858-4913

The group will meet again on September 12: contact Ms. Newby for more details.

PL GREATER VANCOUVER

Contact: Hendrik Hoekema
Simon Fraser University
Burnaby, B.C. V5A 1S6
Phone: 291-3298

The next meeting is scheduled for September 28 in the 5th Floor Board Room, King Edward Campus, Vancouver Community College at 9:00 a.m.

PL HOUSTON

Contact: Sandi Lavallie
c/o Northwest Community College
P.O. Box 1277
Houston, B.C. V0J 1Z0
Phone: 875-7266

PL KELOWNA

Contact: Maxine Veach (Coordinator)
Betty Knox (President)
P.O. Box 1886, Station A
Kelowna, B.C. V1Y 8P2
Phone: 762-2163

A series of volunteer tutor training sessions totalling 20 hours (two Thursdays and two Saturdays) begins Thursday, September 20. For more information on the last board meeting held on August 27 contact the Coordinator.

LITERACY B.C. UPDATE

LITERACY KITIMAT

Contact: Janette Camazzola
c/o Kitimat Community Services
Society
#201 - 370 City Centre
Kitimat, B.C. V8C 1T6
Phone: 632-3139

A training program for new tutors will begin this fall using the instructional tapes produced by Literacy Kitimat last fall. The next scheduled meeting is Monday, October 1.

LITERACY NANAIMO

Contact: Carolyn McWhinnie
#314 - 350 Terminal Avenue
Nanaimo, B.C. V9S 4J7
Phone: 754-1704

Literacy Nanaimo meets Tuesday, September 4 at 7 p.m. Proceeds from the "Great Nanaimo Book Sale" on September 29 will go towards establishing a downtown learning centre.

PL PARKSVILLE/QUALICUM

Contact: Linda Perkins
The Write Place
192A Morison Avenue
Parksville, B.C. V0R 2S0
(Mailing address: General Delivery
Parksville, B.C. V0R 2S0)
Phone: 248-4041 or 248-4042

The Write Place welcomes submissions to its new bimonthly newsletter, "The Write Review."

PL PRINCE GEORGE

Contact: Murry Krause
Coordinator, United Way
Box 494,
Prince George, B.C. V2L 4S6
Phone: 561-1040 Fax: 562-8102

The Prince George Public Library plans to focus attention on World Literacy Day as B.C.'s Book Voyage reaches the city on Saturday, September 8. The book of learners' writings will be displayed at the library that day, while an ongoing video display and literacy exhibit takes place during the week of September 4-8.

"The display will be designed to focus attention on our adult literacy collection as well as attract contributions to the Book," says Joan Jarmani, Community Relations Officer with the library. PL Prince George and the Native Friendship Centre are also coordinating the events.

PL PRINCE RUPERT

Contact: Sheila Lid
1920 Atlin Avenue
Prince Rupert, B.C. V8J 1E8
Phone: 624-6698 or 627-7178

Contact Sheila Lid for the September meeting date.

LITERACY SMITHERS

Contact: Levica Markides
Smithers Community Services
Association
Box 2684, Smithers, B.C. V0J 2N0
Phone: 847-9553

An information meeting attended by approximately 25 interested volunteer tutors, several learners and representatives from the Ministry of Social Services and Housing was held July 17 to form this new group. The meeting produced five committees to target the following areas:

- * funding - to pursue funding sources
- * programming - to define the group's objectives
- * tutoring - to arrange volunteer tutor training
- * coordination of learners
- * promotion and advertising

The promotion committee is already working on its first event, reports Ms. Markides, who runs the Smithers Volunteer Bureau and chaired the group's founding meeting. The group plans a Book Drive on Smithers' "Clubs Day" (World Literacy Day, September 8) with door-to-door canvassing to take place September 5 and 6, and the book sale scheduled for 9 a.m. - 1 p.m. at the community centre. The group's last meeting was held August 28 at Northwest Community College in Smithers; for the next meeting date contact Ms. Markides at the Volunteer Bureau.

LITERACY B.C. UPDATE

PL SUNSHINE COAST

Contact: Mary Pinnigar
c/o Continuing Education, SD #46
P.O. Box 888
Sechelt, B.C.
Phone: 885-2991

The newly formed Literacy and Life Skills Program will begin in September with joint funding from the Ministry of Social Services and Housing and School District #46. A drop-in Learning Centre for adults will also begin operating next month in Gibsons; for details on dates and time schedules contact Ms. Pinnigar.

PL SURREY/DELTA

Contact: Bev Yaworsky
Surrey Public Library (591-4312) or:
Ene Haabnit
Newton Public Library (596-7401)

Literacy tutoring groups will be on hand to sign up new learners and volunteers when PL Surrey/Delta celebrates World Literacy Day in the Surrey Place Mall on September 8. Events include information sharing and educational displays, as well as an appearance by "Wormsworth for Literacy," the thirty-foot long bookworm puppet sponsored by the B.C. Library Association, local book-seller "Books Galore," and Over-waitca Save-On-Foods. For more information contact Marianne Hall at the Surrey Public Library (Whalley) at 588-5951.

PL TERRACE

Contact: Jake Muller
Northwest Community College
P.O. Box 726
Terrace, B.C. V8G 4C2
Phone: 635-6511, local 255
Fax: 635-3511

PL VICTORIA

Contact: Donna Oswald-Miller
c/o Sooke School District
Continuing Education
3143 Jacklin Road
Victoria, B.C. V9B 5R1
Phone: 478-5800

Contact: The Learners' Network
720 Linden Avenue
Victoria, B.C. V8V 4G7
Phone: 381-3755

Proceeds from the upcoming Peter Gzowski Invitational Golf Tournament (September 21 at the Uplands Golf Club) will go towards supporting the Learners' Network, which is jointly funded by the tournament and S.D. #61. PL Victoria has received verbal "conditional approval" from the Secretary of State for its proposed drop-in literacy and referral centre and the hiring of an outreach worker for the centre. The Sooke School District's Adult Learning Centre reopens on September 4 in a new location - 2720 Jacklin Road, Victoria - with the same phone number (474-2175).

LITERACY B.C. WEST KOOTENAYS

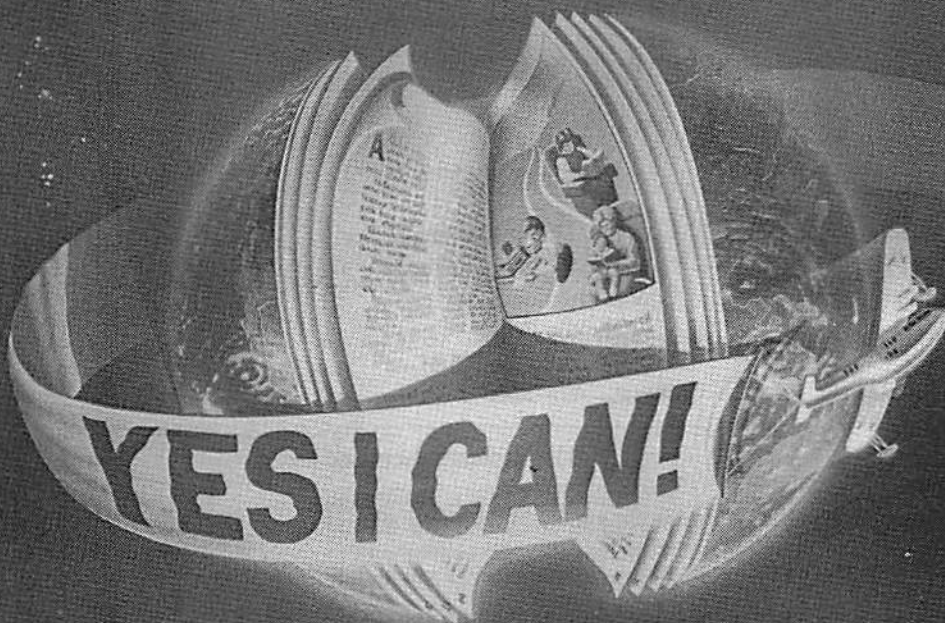
Contact: Judy Wearmouth
Castlegar Public Library
1005 - 3rd Street
Castlegar, B.C. V1N 2A2
Phone: 365-7765

PL WILLIAMS LAKE

Contact: Debby DeMare
P.O. Box 4596
Williams Lake, B.C. V2G 2V6
Phone: 398-8400

PL Williams Lake, in conjunction with LIFFE, the local learners' group, will hold an information display and exhibit at the Boitano Mall on September 8. LIFFE hopes to raise funds for its programs with a bake sale and raffle, while the PL group seeks volunteers for its tutor training program slated to start at the end of September. The next full-scale meeting is scheduled for September 13 at the Williams Lake Public Library.

Learn to Read



Help Others to Read

ADULT LITERACY CONTACT CENTRE

for help and information:

1-800-663-1293

or (lower mainland)

684-0624

Copies of this full-colour poster measuring 16 1/4" x 22" are available free of charge from the Contact Centre.